



IPHONE SALES AND COMPARISON REPORT



VS





INTRODUCTION

The purpose of this report is to conduct a comprehensive comparison analysis of the sales performance of the iPhone 15 against its sales and the iPhone 14. With each new iteration, Apple's iPhone lineup garners significant attention from both consumers and industry analysts, making it crucial to examine how the latest model fares in the market compared to previous versions.



TASK PERFORMED

1. Review the data (fact_sales_Iphone14 and fact_sales_Iphone15).
2. Metrics to compare - iPhone 14 sales and iPhone 15 sales.
3. Calculate the variance (absolute difference value) between the iPhone 15 sales and iPhone 14 sales for the identified metrics.
$$\text{ABS}([\text{Iphone 15 Sales}]-[\text{Iphone 14 Sales}])$$
.
4. Calculate the variance (in percentage) between the iPhone 15 sales and iPhone 14 sales for the identified metrics.
$$[(\text{Iphone 15 Sales}-\text{Iphone 14 Sales})/\text{Iphone 14 Sales}]$$
.
5. Provide a complete report of the difference in numbers between the iPhone 15 sales and iPhone 14 sales data across the top 10 countries.





country_name	iphone 14 Sales	iphone 15 Sales	Absolute Sales Variance	Sales Variance %
Australia	96281	93111	3170	-3.29%
Brazil	73379	87825	14446	19.69%
Canada	60788	57579	3209	-5.28%
Germany	194263	224389	30126	15.51%
India	147693	164323	16630	11.26%
Malaysia	103198	113066	9868	9.56%
North Korea	24102	24728	626	2.60%
Qatar	60991	62820	1829	3.00%
UAE	202284	171328	30956	-15.30%
United States	269086	180355	88731	-32.97%
Total	1232065	1179524	52541	-4.26%



THANK YOU